

# California Customer Choice Project

California Public Utilities Commission

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## Post Workshop #1 Questions:

### Guidance for Responding to Post Workshop Questions

You are invited to respond to the following questions to provide additional input to the California Customer Choice team. This project is leveraging on the prior comments made in response to the [questions posed in the Retail Choice En Banc](#). You may provide updates and/or additions to your prior responses after the conclusion of the California Customer Choice workshop. Please clearly indicate any change in perspective as a result of content from this workshop. You may also submit any new general commentary you may have in response to the workshop in addition to the specific questions posed above.

Please address your comments to the “California Customer Choice Staff” and submit your comments via email to [customerchoice@cpuc.ca.gov](mailto:customerchoice@cpuc.ca.gov). All comments will be posted online at <http://www.cpuc.ca.gov/customerchoice>. Please limit your comments to no more than 10 pages.

### White Paper Scoping Questions

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- 1) The California Customer Choice project has three principles and eight key questions when considering customer choice (see below) in California and other markets. Are there any additional questions that the project should be considering? Why?

#### Principles (in alphabetical order):

- **Affordability:** Design Rates and Charges So That Bills Are Affordable
- **Decarbonization:** Meet California’s Environmental and Climate Goals
- **Reliability:** Maintain Safety, Reliability, and Resiliency of Electricity Services

#### Key Questions in Considering Customer Choice

- Question 1:** How does this choice model ensure consumer protections?
- Question 2:** How does this choice model support development and incorporation of innovations driven by customer demand?
- Question 3:** Does this choice model ensure universal electric service?
- Question 4:** How does the choice model leverage investment necessary to finance the evolution of the electric grid?
- Question 5:** How does this choice model consider the transition of utility obligations?
- Question 6:** Does this choice model have competitively neutral rules among market participants?

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**Question 7:** Can customers determine their level of participation and are they informed to participate at their desired level?

**Question 8:** How does this choice model impact and benefit local communities?

2) The California Customer Choice Project is reviewing several markets as key examples of how customer choice operates under different regulatory frameworks. These markets include:

- New York
- Texas
- Illinois
- United Kingdom

Are there other markets, either domestic or international, that you think would be an important model for California to consider as a regulatory framework option? Why?

3) What published resources do you recommend the California Customer Choice team review in addressing key questions for evaluated markets?

4) What specific statutes should the California Customer Choice team review when considering customer choice as discussed during the workshop?

### Panel Follow-up Questions

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#### Market Perspectives

1) What are the most compelling examples of successful implementation of customer choice that you heard during the Market Perspectives panel?

2) Given some of the pitfalls illustrated by the panelists, how might California best avoid or mitigate these issues?

3) What are the motivations and entities driving customer choice in California? How are they similar or different from the other markets?

#### Shark Tank

1) After reviewing the “shark tank” presentations, what are the “must haves” as California considers regulatory framework options to manage the transition associated with customer choice? What is the most compelling vision of customer choice as presented in the shark tank?

2) As California considers potential updates to its regulatory framework on customer choice, it is possible that certain existing rules or statutes may need to be reconciled. Are there any “must change” and/or “must not change” statutes? What are these rules and statutes and why?